

ABSTRAK

This study aims to determine the acquisition of sales revenue and alternative strategies during the covid-19 pandemic at the hamlet market traders in Gang VI-A, Gayungan sub-district, Surabaya. This study uses a descriptive qualitative approach to explain the acquisition of sales revenue as measured by the number of sales, selling costs and alternative strategies measured from revenue targets, cost efficiency, service strategies, and sales strategies. The data collection technique in this study used the triangulation method with the number of respondents as many as 15 of which, 1 of them were market administrators, 1 buyer, and 13 traders who sold in the hamlet market. The results showed that of the 13 traders, most of them stated that their sales revenue during the COVID-19 pandemic had decreased. As for the alternative strategy that is used to deal with these conditions, traders carry out sales strategies and service strategies so that customers continue to make purchases.

Keywords: Covid-19, Sales revenue, Alternative Strategy

ABSTRAK

Penelitian ini bertujuan untuk mengetahui perolehan pendapatan penjualan dan strategi alternatif di masa pandemi covid-19 pada pedagang pasar dukuh menanggal gang VI-A kecamatan gayungan, surabaya. Penelitian ini menggunakan pendekatan kualitatif yang bersifat deskriptif untuk menjelaskan perolehan pendapatan penjualan yang diukur dari jumlah penjualan, biaya penjualan dan strategi alternatif di ukur dari target pendapatan, efisiensi biaya, strategi pelayanan, dan strategi penjualan. Teknik pengumpulan data dalam penelitian ini menggunakan metode triangulasi dengan jumlah responden sebanyak 15 yang mana, 1 diantaranya pengurus pasar, 1 pembeli, dan 13 pedagang yang berjualan di pasar dukuh menanggal. Hasil penelitian menunjukkan bahwa dari 13 pedagang sebagian besar menyatakan perolehan pendapatan penjualan di masa pandemi covid-19 mengalami penurunan. adapun strategi alternatif yang dilakukan dalam menghadapi kondisi tersebut adalah pedagang melakukan strategi penjualan dan strategi pelayanan agar pelanggan tetap melakukan pembelian.

Kata kunci : Covid-19, Pendapatan penjualan, Strategi Alternatif